

MESA GREATEST LITTLE CITY IN UNITED STATES

Forty Thousand Dollar Bank Building is Pride of This Favored District
The Salt River Valley Bank Opening Shows Mesa's Great Growth

NEW BANKING INSTITUTION IS MONUMENT TO PROSPERITY AND BUSINESS ACUMEN ON SOUTHSIDE

"The Salt River Valley bank" is the name that was chosen by the founders of the splendid Southside institution which in eight short years has outgrown its old quarters and has built for its home a pile of brick, cement and marble, which in the language of an admiring observer "seems good for a thousand years."

The Salt River Valley bank began business in January, 1909, a little over eight years ago. Began very modestly for Robert Scott, its president from the beginning, is about the last man on earth to make any ostentatious display and yet from that very first modest beginning, men all over the valley had faith in the future of the new bank. At its head was a man thirty years in Arizona, and thirty years in Arizona means that the public finds out pretty well what sort of material has entered into the makeup of an individual. Arizona folks have never been noted for inquiring into any man's past. That is his own business, but they claim the right to look at how a man is living here, and the verdict on Mr. Scott was "safe and strong and honest."

The opinion of the populace proved true, for in the eight years of his presidency no man has yet been found with desire to change the verdict. With Mr. Scott in the founding of the bank was L. W. Stillwell, who departed this life only recently. Mr. Stillwell was by nature endowed with a clear business brain, and brought to the bank this acumen, coupled with experience in the banking business in Kansas, and in his position as cashier, he had ample opportunity to so handle the bank's affairs as to make each year's statement show up better than the last. As further evidence of the confidence of the public in the way these men with the co-operation of a wisely chosen board of directors were handling the affairs of the busy infant, the deposits increased steadily and surely. No cashier ever stays long at his window out that the loans necessarily refused, gain for him the well of some, but the writer of this article was talking to the widow of a man who in life had been in rather straightened circumstances because of years of ill health, talking to her only recently at the funeral of Logan Stillwell and she with a sob in her voice said: "He was always mighty good to my husband." Good, too, in the way of making an art of them much needed loan. So the "baby" bank started. Sounds funny, doesn't it, when one looks at that massive structure with its reinforced concrete walls and the statement with its total resources of \$237,200.00.

The following comparative statement for the past five years will give some idea of the growth of the Salt River Valley bank:

| Comparative Statement | April 4 1912 | April 4 1917 |
|-----------------------|--------------|--------------|
| Capital stock | \$25,000.00 | \$25,000.00 |
| Surplus and prof. | 2,938.21 | 8,246.11 |
| Deposits | 136,640.68 | 239,107.54 |
| Loans | 195,459.72 | 226,457.34 |
| Total resources | 468,556.29 | 557,209.61 |

Two years ago Mr. Stillwell, on account of ill health retired from the bank and his place was taken by W. M. Beach. Mr. Beach had been with the bank since about a year after its founding, and brought into his official position as cashier, his experience, together with the necessary young blood for which the business world ever is calling. To the regular run of his duties has been added much of the planning and detail of the new building, and the working out into realization the greater destiny of the bank. Mr. Beach is the fortunate possessor of

the good esteem of the residents of the entire section. He is known as a conservative banker, yet with plenty of nerve to meet promptly any opportunities consistent with sound banking, for building up his bank and at the same time giving accommodation to the growing number of patrons of the institution.

There is not a weak name on the list. Not a one who is not making good for himself, and the stockholders have chosen wisely in selecting them to guide the destiny of the bank.

The Building Itself
 For several years past the bank has been in crowded quarters. Little by little had the fact been forced upon the consciousness of the officials that banks, like folks, could outgrow their clothes, and at last the ribbon was crossed. "Build it and build it to last," was the decision, and it certainly has been done. Standing on the southeast corner of Main and McDonald streets at the intersection of the main business avenues, is the handsome two-story structure of reinforced concrete veneered with cream pressed brick and with a marble base reaching to the bottom of the outer windows. The main floor is divided into one room for spacious banking quarters, a store room on the east and an office room on the south. This latter is now occupied by the Kelly-Dehl Land agency. The interior of the bank is indeed a thing of beauty. The fixtures are in rich heavy marble, and the upper fixtures of handsome metal wicker work. These have the modern double window feature greatly facilitating the handling of business with depositors and others waiting in front. The building itself is fireproof and separate safety deposit and cash vaults have been provided, thus enabling owners of safety deposit boxes to enter without having to go through the working department of the bank.

There also is a storage vault in the basement. Naturally all of these vaults are of fireproof construction. The cash vault is provided with the best make safe, burglar proof, and the people's money is further protected by burglar insurance. There is in a corner of the room a public telephone. The officers, directors and stockholders are proud of this splendid building, but hardly more so than the entire citizenship of this section. It stands as a monument to business acumen, to grit and to faith in the people of Mesa, faith that the town will grow and the bank will grow with it, and that together with all the other institutions and organizations, working for the future of the great state of Arizona.

The Salt River Valley bank shall be a supporter of community welfare and a great factor in the upbuilding of our splendid commonwealth.

ARIZONA LAND CO. IS HOME BUILDER

The Arizona Land company, the oldest real estate establishment in Mesa, probably receives the largest number of inquiries from outside the district from probable investors than any other firm in the town. The firm has been built up along conservative lines and is well managed. Edwin N. Le Baron and John Cymard are partners in the business and are known throughout the Salt River Valley as energetic real estate men of wisdom and foresight, capable of bringing buyer and seller together for their mutual benefit. At present the Arizona Land company is specializing in homes and loans for home building. Fire insurance is also handled by them.

SQUARE DEAL FOUND IN REAL LIVE MAN

A square deal is always what a person wants and insists upon when seeking real estate, as well as anything else. In Mesa, there is a square deal in the living form of a man and his name even is deal, although he does not spell it that way. He spells it Dehl, and the rest of his name is Charles L. Dehl deals in Mesa real estate and mortgage loans and executes papers, being a notary. Mesa, the most prosperous community of twice its size to be found anywhere, and Charles L. Dehl have grown up together. Therefore, they are well acquainted, from a real estate standpoint, and all other standpoints pertaining to progress.

Mr. Dehl has been in the Salt River valley for eighteen years. His listings show that he has a broad field from which to select. The prospective buyer looking from the east, can find what he wants among these lists, or if it is not there, Dehl knows where it is and will get it for him.

From all over came inquiries to Dehl as to the prospects for business and advancement in Mesa and surroundings. And it is due in part to him that so many desirable people have settled in the valley and town. To make his budget complete Dehl has fire insurance as one of the lines and has done a wide business in it, being agent for the best companies. He has just recently moved into the new building of the Salt River Valley Bank, sharing offices with Jesse F. Kelly, also a real estate man.

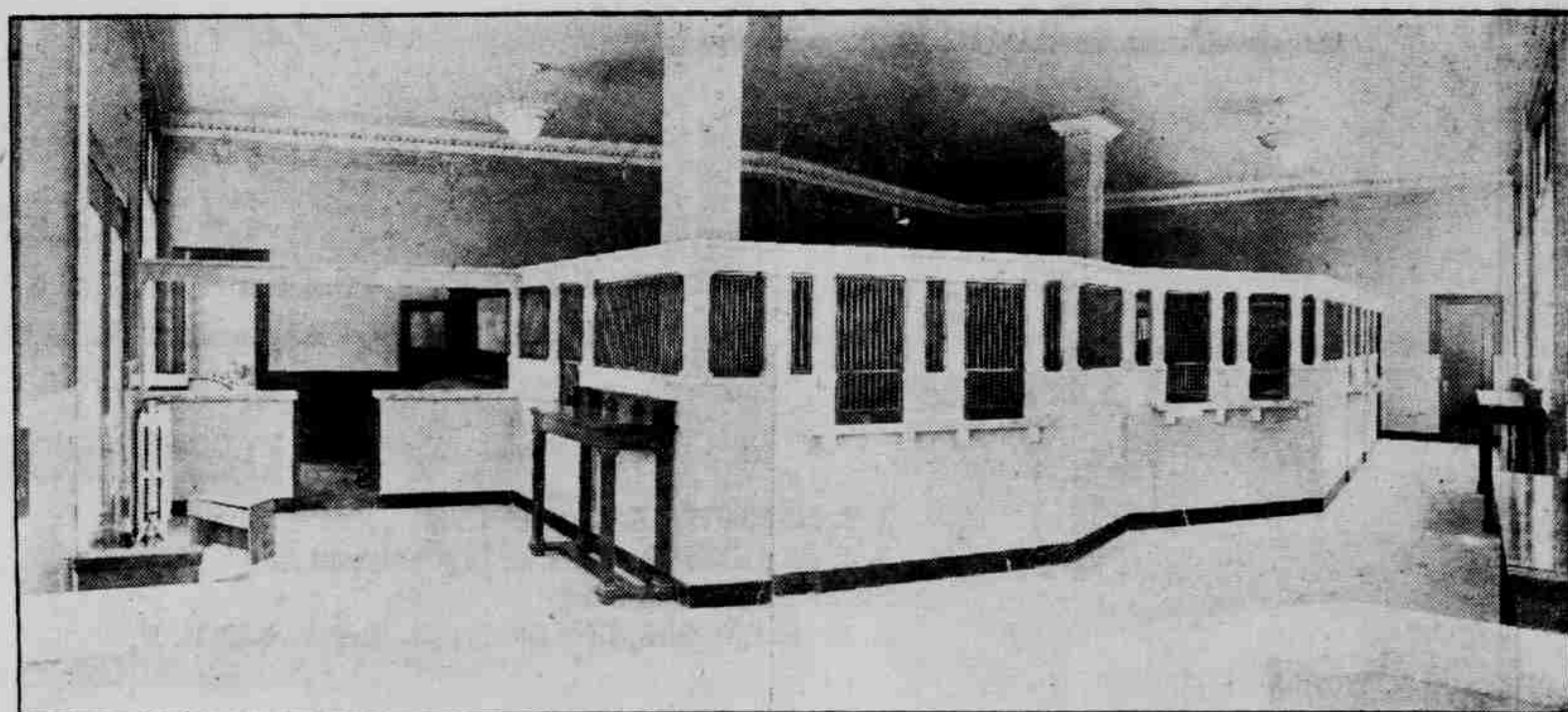
MONRAD'S CYCLERY NO. 1 IN EVERYTHING

"Motorcycle license, No. 1, Arizona, 1917." This upon the plate of a motorcycle in Monrad's Quality Cyclery, Main street, Mesa, attracts the attention of many visitors at the shop. It does not mean anything in particular except that Monrad was the first to take out a license with the state this year and got No. 1 plate.

But it can be taken as an illustration. Monrad's Quality Cyclery is headquarters for a No. 1 work and goods in Mesa. C. E. Monrad, the proprietor, is a skilled workman, a machinist of twenty-five years experience. He has specialized on motor vehicles and bicycles and can take an old worn out machine and build it up until it is as good as new. Monrad sells Indian and Exceller motorcycles, the Smith motor wheels for attaching to regular bicycles, and several makes of bicycles. The cyclery is the only exclusive bicycle shop in Mesa.

Before opening the cyclery Monrad held a number of big positions in the mechanical world. At one time he was master mechanic of the Ray Consolidated mine. He was working in a large machine shop until two years ago when he broke his leg. This break caused him to make a decision to go into business for himself and he opened the Cyclery at Mesa. He has built up a good business in two years. He carries the best line of goods, selling accessories along with completed machines. He does a large business in out of town repair work. Bikes are shipped to him from all over the valley because of Monrad's excellent reputation as a master repairman.

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THOROUGHLY UP TO THE MINUTE IS INTERIOR OF THE SALT RIVER VALLEY BANK'S QUARTERS. Every Facility to Facilitate Modern Banking Is to Be Found in Model and Beautifully Finished Banking Room.

In moving into its new home the

Salt River Valley Bank OF MESA, ARIZONA

thinks, first of all, of the hearty co-operation of the men and women who as patrons of the bank, have made possible our splendid new building.

Here and now the bank pledges to the people of Mesa and the Salt River valley the very best possible effort to promote the business, ranch, and home prosperity of the people.

In your banking needs your consideration of the claims of this bank is courteously requested.

Consider its growth, its standing, and the personnel of its officers, directors and stockholders.

We are willing to abide by your decision as to the financial and moral integrity of both the bank and the men behind it.

Salt River Valley Bank MESA, ARIZONA

OFFICERS AND DIRECTORS:

ROBERT SCOTT, President.
 W. M. BEACH, Vice President and Cashier.
 S. L. DOUGHTY, Asst. Cashier.
 L. E. HOLCOMB, Asst. Cashier.

W. W. DOBSON
 W. N. AMOS
 V. E. ALLISON
 J. L. HADLOCK
 JAS. W. LESUEUR



NEW BANK STRUCTURE'S EXTERIOR EMBODIES NEWEST IN ARCHITECTURE. Clean Lines Combined with Ornate Finishings Make Structure One of the Most Beautiful and Imposing in the State.